

**WHAT IS CLAIMED:**

1. An inline produced advertising packet comprising:

a) two superposed and spaced outer wrap envelope panels  
each taken from one of two adjacent half repeat

sections of an inline printed common repeat on a web,

b) each of one of the panels being the length of half  
repeat sections and being joined to each other at an  
end along a common half repeat line between them,

c) a plurality of insert paper sheets which are

disposed between and within the periphery of the  
envelope panels, and which occupied in common the  
common repeat of the envelope panels,

d) additional rectangular insert paper sheets from a  
second web which are disposed between the envelope  
panels;

e) at least one side of the envelope panels extending  
beyond an edge of a corresponding side of the insert  
paper sheets, and

f) each extended envelope panel having a self sealing  
releasable contact adhesive on the inner surface of an  
adjacent edge to hold the envelope panel edges  
together.

2. The inline packet of claim 1, wherein:

a) the two superposed rectangular outer wrap envelope  
panels are joined along a common end which also is

their half repeat line;

b) the insert sheets are joined together along their adjacent common side which is the half repeat line; and

c) the fold line of their adjacent superposed outer wrap envelope panels encloses and is in contact with the fold line of the insert sheets.

3. The inline packet of claim 1, wherein:

a) the adhesive is sufficiently spaced from the outer edges of the envelope panels to permit the outer edges to be used to pull the envelope panels.

4. The inline packet of claim 1, wherein:

a) the envelope panels are perforated between the adhesive and the insert sheets to permit the outer edge section with the adhesive to be torn from the envelope panels to open the packet.

5. The inline packet of claim 1, wherein:

a) one of the envelope panels has a printed mailing address of a specific addressee; and,

b) at least one of the printed insert sheets also has printed personalized data relating to that specific addressee.

6. The inline packet of claim 1, wherein:

a) the folded printed insert sheets are fastened together at their common fold line to form a multiple page booklet.

7. The inline packet of claim 2, wherein:

a) an outermost folded printed insert sheet has a strip of contact adhesive on its fold line contact with an adjacent printed piece along its fold line; and

b) all of the printed insert sheet except the outermost printed piece are stapled together at their common fold line to form a multiple page booklet.

8. The inline packet of claim 1, wherein:

a) the side edges of the printed insert sheets are inwardly spaced from the side edges of the envelope panels;

b) a self sealed contact adhesive is disposed on the inside surfaces of the outer wrap envelope panels between the side edges of the envelope panels and the side edges of the printed insert sheets.

9. An inline packet containing a large number of printed advertising insert sheets, comprising:

a) a substantially rectangular outer wrap envelope

taken from one of a successive series of inline printed repeats on a printed web;

b) the outer wrap envelope having two matched and superposed rectangular outer wrap envelope panels one from each of two successive half repeats, one envelope panel being from the first half repeat and the second envelope panel being from the second half repeat;

each of the wrap panels having a length equal to or slightly one half less than repeat, each of the wrap panels having a length equal to or slightly less than one half repeat, and joined to each other along a common fold line at one end at their common one half repeat line;

c) a large number of inline processed substantially rectangular printed insert sheets disposed between and within the periphery of the outer wrap envelope panels;

d) the outer wrap envelope panels extending beyond the ends of the printed insert sheets, to provide an end closing section;

e) a self seal contact adhesive between and in contact with the ends of the outer wrap envelope panels in the end closing section which holds the other end of the wrap panels together;

f) the wrap panels being wider than the printed sheets to provide side closing sections; and

g) a self seal contact adhesive between and in contact

with the side closing sections which holds the wrap panel side edges together.

- 5           10. The inline packet as set forth in claim 9, wherein:
- a) a line of perforations passes through both outer wrap envelope panels, and extends across the end closing section between the contact adhesive and the edges of the printed insert pieces, to permit the and
- 10           closing section with the contact adhesive to be torn off and open the packet.
11. An inline produced packet containing a multi-sheet booklet, comprising:
- 15           a) a rectangular outer wrap which is from one of a successive series of identical inline processed repeats on a printed web;
- b) the outer wrap having two superposed rectangular outer wrap envelope panels each one half repeat long and of equal width, folded at one end about
- 20           their common half repeat line;
- c) a large number of inline processed cross folded rectangular printed insert sheets having a length less than the length of the outer wrap envelope panels and, folded about their common half repeat
- 25           line to form a rectangular multi-sheet booklet;
- d) the booklet positioned as an insert between the

outer wrap panels, with its cross folded end  
nested within the fold of the outer wrap;

- e) at least one side of the two outer wrap envelope  
panels extending beyond a corresponding side of  
the booklet to provide a closing section;
- f) the opposed extended outer wrap envelope panel  
surfaces of the closing section bent around the  
corresponding side of the booklet to close the  
packet.

12. The inline produced packet of claim 11, wherein:

- a) the opposite end of the outer wrap envelope panels  
from their the folded side extend beyond the ends of  
the enclosed booklet, and are joined and held together  
by a self sealed releasable contact adhesive on their  
extended inner surfaces.

13. The inline produced packet of claim 11, wherein:

- a) both sides of the outer wrap envelope panels extend  
beyond the sides of the enclosed insert pieces and are  
joined and held together by a self sealed releasable  
contact adhesive between their extended inner surfaces.

14. The inline produced packet of claim 11, wherein:

- a) the sheets of the booklet are fastened together  
along their common fold line.

15. The inline produced packet of claim 11, wherein:

a) the inner surface of one of the outer wrap envelope panels has two printed return envelope panels and a sealing flap which permit it to be reused as a return envelope.

16. The inline produced packet of claim 15, wherein:

a) the outer wrap panels have a long side width a self sealed reusable contact adhesive on their inner surface adjacent their side edges to hold the outer wrap panels together;

b) the inner surface of the one envelope panel having return envelope panels contains printed order form material, and

c) the panels can be refolded over each other by the sender and held together at their side edges by the self sealed releasable contact adhesive on the envelope panel.

17. The inline produced packet of claim 16, wherein:

a) a return envelope closing flap is disposed adjacent and parallel to one of the return panels and has remoist adhesive on its surface for sealing the return envelope.

18. The inline produced packet of claim 17, wherein:
- a) a transverse perforate line extended across the outer wrap adjacent to the return envelope closing flap permit it to be detached by an addressee.

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19. The inline produced packet of claim 17, wherein:
- a) the outer surface of an outer wrap envelope panel and the return envelope each have corresponding personalized printing.

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20. The inline produced packet of claim 11, wherein:
- a) the outer wrap panels opposite their common fold line extends beyond the corresponding end of the booklets and are in contact with each other; and
  - b) a self sealed releasable contact adhesive between the contacting end sections of the outer wrap panels; and c) a closing flap extends along one of the other sides of one of the two outer wrap panels, and has remoist adhesive on its surface.

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21. The inline produced packet of claim 11, wherein:
- a) one of the outer wrap envelope panels has a cutout address window;
  - b) the inner surface of the other outer wrap envelope panel has a printed return address of the sender in alignment with the cutout window; and

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c) the surface of the insert sheet immediately adjacent the cutout address window has the address of the intended recipient.

- 5           22. An inline produced packet containing a multi-sheet  
booklet, comprising:
- a) an elongated outer wrap which was part of one of a  
successive series of identical inline full repeats on a  
first printed web;
- 10           b) the outer wrap having two superposed rectangular  
wrap envelope panels each being one half repeat long  
and of equal width, which have a folded at one end  
common about an intermediate and adjoining common half  
repeat line;
- 15           c) a large number of inline processed cross folded  
printed insert sheets from a second printed web having  
panels folded about their common half repeat line to  
form a folded multi-sheet booklet;
- 20           d) the booklet positioned as an insert between the  
outer wrap panels, with its folded end nested within  
the fold of the outer wrap;
- 25           e) the edges of the outer wrap envelope panels opposite  
their half repeat line folded side being in substantial  
alignment with the corresponding edges of the inserted  
material; and

f) at least one wafer type glue seal member engagers the side of the outer wrap envelope panels opposite their folded side to hold the panels and the insert together in a closed position.

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23. The inline produced packet of claim 22, wherein:

a) the outer wrap panels are heavy stock high gloss printed paper, which forms a cover for the enclosed booklet; and

10 b) the outer wrap panels and the folded insert material are fastened together along their common fold line.

24. The inline produced packet of claim 22, wherein:

15 a) the side of one of the panels opposite the folded side extends beyond the printed insert sheets edge of the printed material and the opposed edge of the other wrap panel; and

20 b) at least one wafer type glue seal is affixed to the inner surface of the extended panel and to the shorter panel to hold them and the booklet in a closed position.

25. The inline produced packet of claim 22, wherein:

25 a) the insert sheets have a length and a width less than that of the outer wrap envelope panels;

b) the two sides of the outer wrap envelope panels and

their side opposite their folded side are held together by an adhesive; and

c) the packet and its contents are perforated along a line parallel and spaced from the folded side of the packet, thereby providing a tear off strip for opening the packet and for separating the folded insert sheets into separate individual pieces.

26. The method of making an inline packet comprising the steps of:

a) producing an a first inline printed web, and adhesive applied outer wrap envelope panel ribbon, having a succession of printed repeats, containing an elongated outer wrap ribbon having two envelope panels joined along a common end at a common half repeat line;

b) applying a self seal contact adhesive to the envelope panels adjacent a periphery thereof;

c) producing from a second printed web a plurality of superposed inline processed ribbons of packet insert sheets of less width than the outer wrap ribbon, and having a half line matching the half repeat lines and lengths of the first web wrap ribbon;

d) running the wrap ribbon and the insert sheets ribbons at the same web speed and bringing them together with their respective half repeat lines in superposed and aligned relation to form a composite

packet strip;

e) accurately monitoring and synchronizing the ribbons and precisely adjusting the location of the respective ribbons half repeat lines to maintain both webs in accurate alignment with each other;

f) feeding the end of the composite strip directly to a transverse publication folder unit to simultaneously fold the outer wrap ribbon about the insert ribbons along the aligned one half repeat lines;

g) cutting the transversely folded packet of each repeat and pressing subsequently the contact adhesive on the outer wrap envelope panels into contact to form the inline packet.

27. The method of making the inline packet of claim 26, comprising the step of:

a) removing a small transverse section of the superposed insert sheets adjacent their full repeat line immediately before joining them with elongated outer wrap ribbon.

28. The method of making the inline packet of claim 26, comprising the step of:

a) varying the length of travel of the outer wrap insert sheet ribbon to bring the half repeat lines of the ribbons into alignment.

29. The method of making the inline packet of claim 26,  
comprising the step of:

a) fastening the insert sheet ribbons together along  
each half repeat line to form a bound multi-sheet  
booklet.

30. The method of making the inline packet of claim 26,  
comprising the step of:

a) fastening the outer wrap ribbon to the superposed  
insert ribbons along their aligned half repeat lines of  
each successive repeat.

31. The method of making the inline packet of claim 30,  
comprising the step of:

a) selecting and using a heavy stock high gloss paper  
for the outer wrap envelope ribbon; and

b) applying a line of adhesive to the inside surface of  
the outer wrap ribbon at the half repeat line for  
fastening the outer cover to the insert material at  
their common fold line.